

1965 ANNUAL REPORT

preventing blindness through **EYE RESEARCH**

RESEARCH TO PREVENT BLINDNESS, INC.

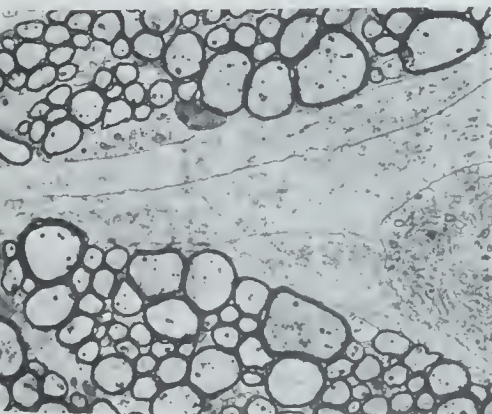




RESEARCH TO PREVENT BLINDNESS, INC.

598 MADISON AVENUE, NEW YORK, NEW YORK 10022

THE COVER: Layer of optic nerve fiber of a rabbit. Micrograph by Dr. John E. Dowling, RPB Research Professor, Johns Hopkins University.



OFFICERS AND TRUSTEES

JULES C. STEIN
Chairman
Chairman of the Board,
MCA Inc., and former
practicing Ophthalmologist

ROBERT E. MCCORMICK
President
Attorney, former corporate
officer, Olin Mathieson
Chemical Corp.

MRS. ALBERT D. LASKER
Vice President
President, Albert and Mary
Lasker Foundation

LEW R. WASSERMAN
Vice President
President, MCA Inc.

JAMES S. ADAMS
Treasurer
General Partner,
Lazard Freres & Co.

WILLIAM C. CONNER
President, Alcon Laboratories, Inc.

MRS. WILLIAM M. GREVE
New York City

WILLARD W. KEITH
Chairman, Marsh & McLennan,
Inc. of California

MRS. HARRY C. WIESS
Houston, Texas

WILLIAM J. VANDEN HEUVEL
Secretary and Counsel
Partner, Stroock & Stroock &
Lavan

SCIENTIFIC ADVISORY PANEL

EDWARD W. DEMPSEY, PH.D.
Chairman, Department of Anatomy
Washington University

SIDNEY FARBER, M.D.
Professor of Pathology,
Harvard Medical School,
The Children's Hospital, Boston

E. CUYLER HAMMOND, Sc.D.
Director, Statistical Research
Section, American Cancer Society

H. K. HARTLINE, M.D.
Rockefeller Institute of
Medical Research

RICHARD L. MASLAND, M.D.
Director, National Institute of
Neurological Diseases and
Blindness

A. EDWARD MAUMENEE, M.D.
Director, Wilmer Ophthalmological
Institute, Johns Hopkins
Medical Institutions

WILLIAM C. H. PRENTICE, PH.D.
President, Wheaton College

ALGERNON B. REESE, M.D.
Consultant in Ophthalmology
Columbia-Presbyterian Medical
Center

EDWARD L. TATUM, PH.D.
Nobel Laureate, Rockefeller
Institute of Medical Research

GEORGE WALD, PH.D.
Professor of Biology,
Harvard University

DAVID F. WEEKS
Executive Director

ALBERT V. BURNS
Public Information Director

C. J. VAN SLYKE, M.D.
Scientific Director

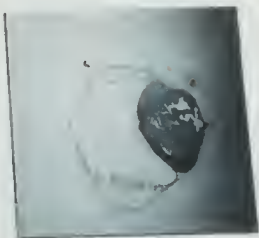


the world within the eye

is a strange world of cells and fibers and fluids, forming patterns of infinite beauty and variety. The processes which take place within these patterns hold keys to the mystery of sight. Today's scientist is able to explore these and other paths that have been closed to man since the beginning of time—paths that will lead to the conquest of blinding diseases.

RESEARCH TO PREVENT BLINDNESS, INC. (RPB)

has brought together eminent leaders in science and in the world of business, planning together to push forward the frontiers of eye research. The goal is to *preserve* sight. The ultimate targets—the *causes* of diseases which are responsible for 80 percent of all blindness in the United States.



EYE TUMOR is revealed in histologic section in studies at the University of Chicago. More than 52 scientific papers published here during 1965 were supported in some part by RPB unrestricted funds.

EXPLORING THE PROBLEM: why do people go blind?

Through the ages, man has invoked magic and miracles, prayer and potions in an effort to open sightless eyes. He has spared no cost in trying to reduce the impact of visual loss—after it happens. His fear of blindness is intense, and with good reason. When vision fails, the world literally disappears. Out of necessity, many have learned to live with blindness. But this is not an ultimate goal. It is a horrible alternative!

Because its major causes remain unknown, blindness continues to increase, rather than diminish. The human and economic cost has reached staggering proportions:

One million Americans have no useful vision.

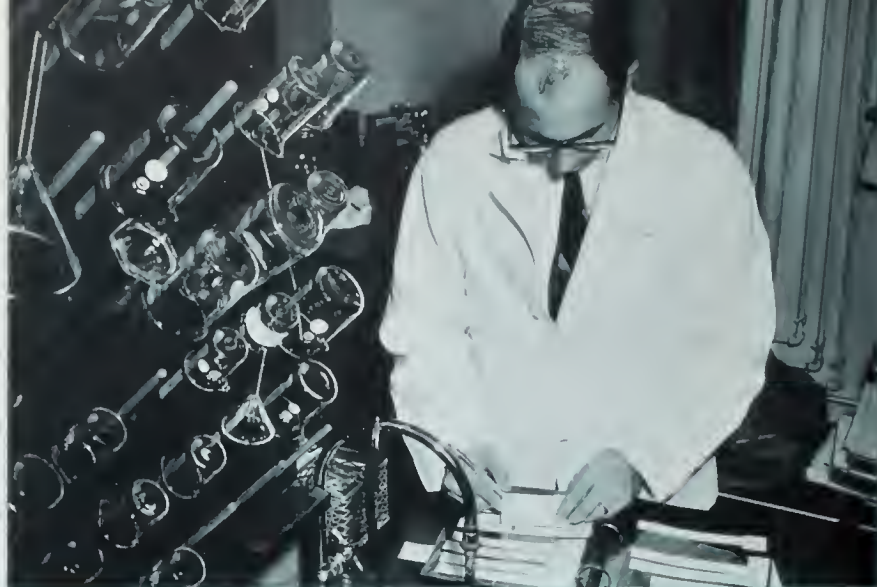
One and a half million more are blind in one eye.

Ninety million people in the United States have some form of eye trouble—and in three and a half million the trouble is serious.

Year after year, the blind population increases, and at a faster rate than the general population.

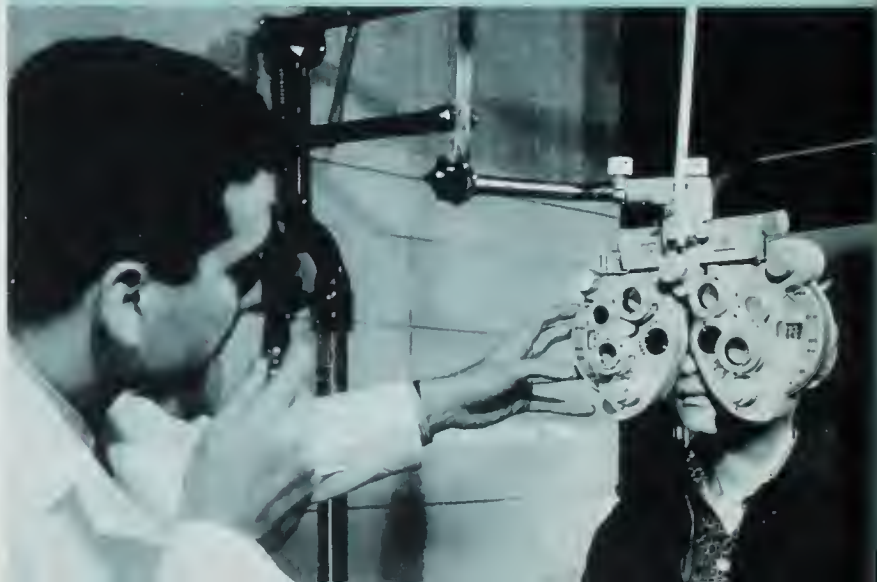
The conditions which cause blindness carry labels: cataract, glaucoma, diabetic retinopathy, trachoma, amblyopia, retinitis pigmentosa—these are just some of the diseases which seriously impede vision. But *why* do they happen? What are the *causes* of these conditions? How may they be *prevented*?

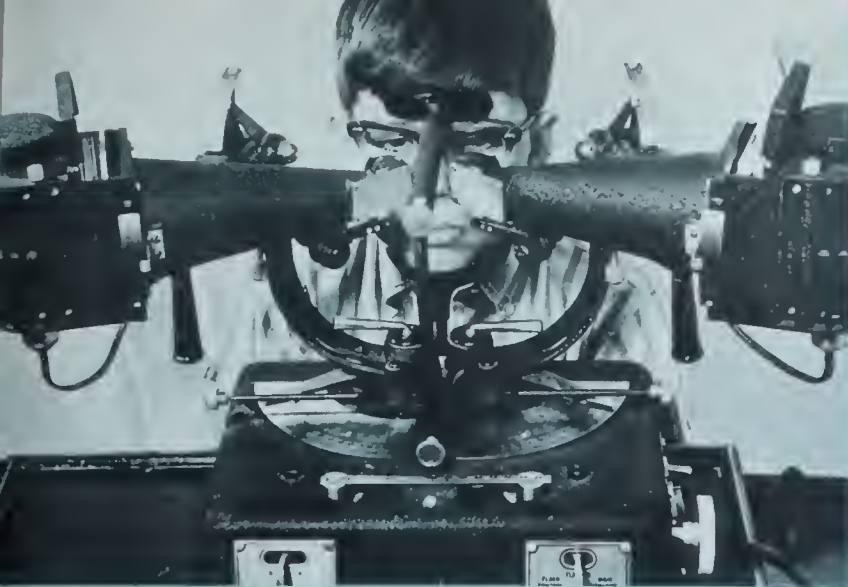
The answers lie in our willingness to provide the manpower, the laboratory space, the equipment and the money to launch a full-scale search for knowledge of the eye and the diseases which afflict it.



CORNEAL DISEASES are under intensive study at **Indiana University**, where RPB funds support new work such as the comparative analysis of human tear samples under normal and clinical conditions.

GLAUCOMA research gathers momentum as RPB funds enable investigators to broaden the scope of their knowledge. At Yeshiva University a scientist examines the eyes of a young diabetic patient to gather significant information on the relationship of diabetes to glaucoma incidence.





STRABISMUS patient with **AMBLYOPIA** is examined and treated with a major amblyoscope at Tulane University. RPB unrestricted grants have enabled investigators here to initiate important new studies in basic and clinical eye research.

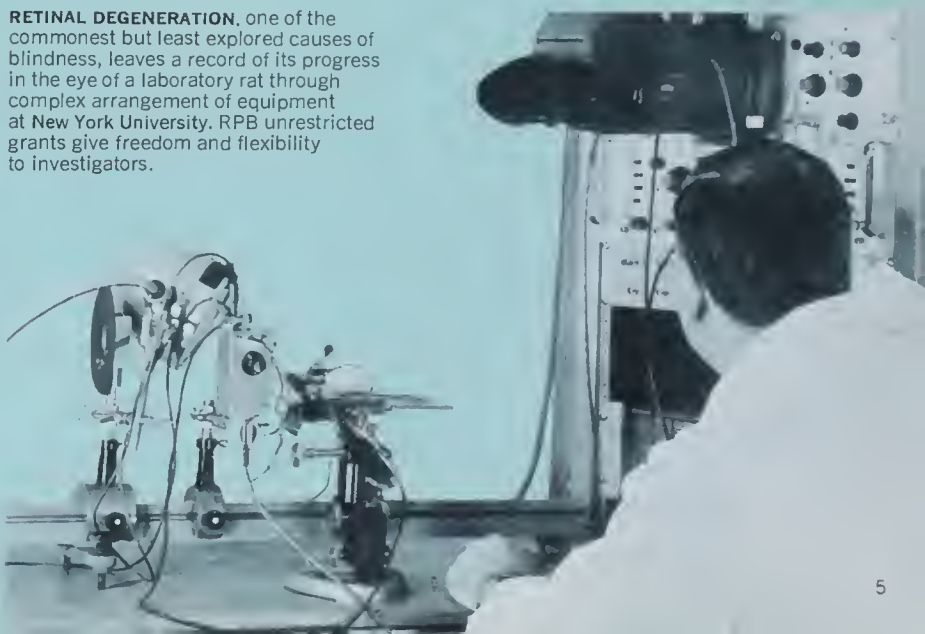


TRACHOMA agents from all over the world are studied under the fluorescent microscope at the University of California, San Francisco where the world's leading cause of blindness is being investigated. Salary support and purchase of equipment by RPB made possible the establishment of an International Reference Center for Trachoma by the World Health Organization at the university's Francis I. Proctor Foundation.

CATARACT is the major cause of blindness in the United States, but its cause is unknown. At the Kresge Eye Institute undergraduate students are being trained in ophthalmic research techniques as a part of RPB-supported investigations aimed at eradicating this disease.



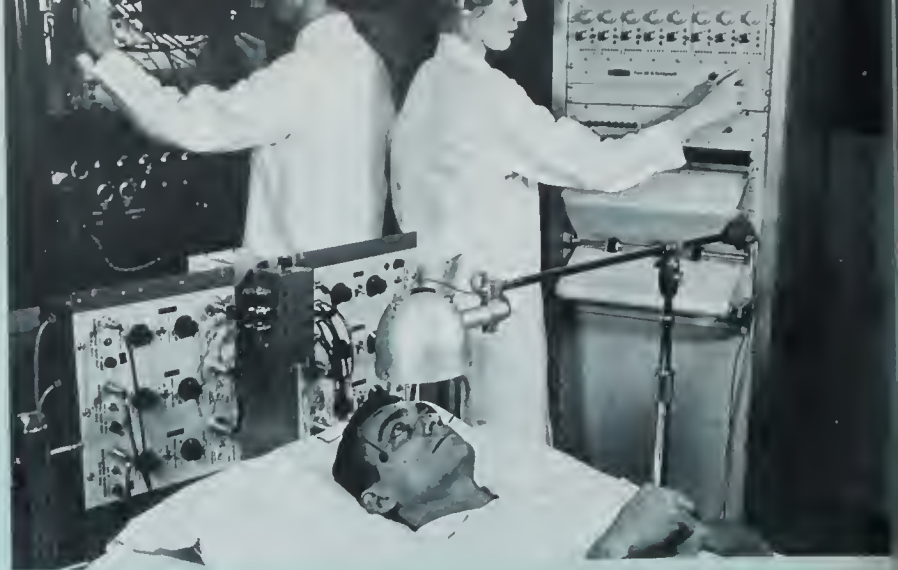
RETINAL DEGENERATION, one of the commonest but least explored causes of blindness, leaves a record of its progress in the eye of a laboratory rat through complex arrangement of equipment at New York University. RPB unrestricted grants give freedom and flexibility to investigators.





THE MINDS AND THE HANDS of competent investigators are encouraged in the pursuit of new concepts by RPB unrestricted grants to leading eye research institutions.

RESULTS OF RESEARCH are brought to the blind of El Salvador by University of Florida scientists who performed corneal transplants in 60 blind patients, using grafts of corneal tissue preserved by a new deep-freezing technique. The research, supported by RPB, may provide readily-available grafting material for remote areas.



RECORDING ELECTRICAL POTENTIALS of the eye, modern investigators use the tools of advanced technology in RPB-supported studies of ocular diseases.

CLEARING THE WAY for construction of a modern eye research center at the University of California, Los Angeles, Mrs. Jules C. Stein launches groundbreaking ceremonies as Mr. Stein and UCLA Chancellor Franklin D. Murphy look on.





OBSERVING ONCE-HIDDEN WORLDS under the electron microscope, a University of Miami scientist continues his study of normal and diseased eye tissue through a special grant from RPB.

PHOTOGRAPHING THE INTERIOR OF THE EYE of a young patient through fundus fixation photography, an RPB grantee seeks to pinpoint underlying pathology of amblyopia.



what is eye research?

EYE RESEARCH IS THE STRANGE WORLD REVEALED by the scientist at the electron microscope; and it is the ophthalmologist looking deep into the eye of a child whose sight may depend upon his knowledge.

EYE RESEARCH IS THE JAGGED LINES traced by complex and costly devices which measure human responses to light; and it is the bulldozer clearing ground for construction of a much needed eye research laboratory.

EYE RESEARCH IS A TALENTED YOUNG MAN OR WOMAN, encouraged to choose a career in search for understanding of the mysteries of sight; and it is an idea, a theory pursued relentlessly to its ultimate conclusion.

EYE RESEARCH IS FINANCIAL SUPPORT, it is buildings and equipment, it is teaching and training, it is the communication of knowledge as it is amassed by people who lead the search, for the benefit of millions upon millions of people who will benefit from the search.

EYE RESEARCH IS WHAT IT TAKES TO FIND AND ERADICATE THE CAUSES OF BLINDNESS. And it is to the advancement of eye research that RESEARCH TO PREVENT BLINDNESS, INC. continues to direct its total effort.

RPB — a moving force in eye research

Eye research is an ancient science. The greatest minds of the world have sought answers to the mystery of sight. Galileo, Newton, Franklin, Darwin, philosophers down through the ages, have joined physicians in the search for understanding that would prevent the loss of vision.

But the golden age of discovery is here and now.

Today, new tools, new techniques, new knowledge on a thousand fronts provide access to vast areas of the unknown that were once humanly impossible to penetrate. Never before in the history of the world has man had such an opportunity to seek out and eradicate the causes of blindness.

Research to Prevent Blindness, Inc. (RPB) was established in 1960 when it seemed apparent that this opportunity was being missed. Eye research had long been bogged down in a morass of neglect. Lack of laboratory space, lack of equipment, lack of manpower and lack of money had combined to retard the growth of ophthalmic investigation.

At a time when explosive advances in medical science were producing near-miracles in the fight against disease, eye research was all but forgotten, carried on in outmoded facilities with inadequate equipment. Less than nine million dollars a year was invested in actual eye research throughout the entire nation at a time when the cost of caring for those already blind soared beyond a billion dollars annually.

RPB set out in 1960 to bring together all the elements necessary for an intensive, scientific and imaginative attack against blinding diseases. Led by successful businessmen, its Board of Trustees re-

solved to employ the most effective business practices in the service of medical science. One of the first moves was an invitation to the nation's foremost research scientists to serve as an Advisory Panel in planning a course of action. Advice was sought from the heads of ophthalmology at the nation's leading medical schools and research institutions. During 1963 and 1964, RPB initiated and financed the first intensive nationwide study ever conducted of the nation's potential for progress toward the eradication of blindness. A comprehensive scientific report, "Ophthalmic Research: U.S.A.", was published by RPB and distributed to key individuals and organizations with an interest in medical research.

The survey served a key purpose in the businesslike approach initiated by RPB. It exposed the exact nature of the problem in terms of the "logistics" of eye research: what was actually available in facilities, manpower and money; what was needed to bring eye research up to its full potential; and what were the areas of greatest opportunity.

The programs of RPB are today a vital force in the expansion of eye research. RPB serves as a catalyst, filling the great void between the man in the laboratory and those sources, both government and private, which are capable of assisting in the development and support of a full-scale, all-out attack against blinding diseases. It serves as a rallying point for ophthalmic scientists, a point at which they join together in common purpose to vastly increase the results of their individual efforts. It acts in every possible capacity to extend and multiply the scope of eye research in an age when the rising toll of blinding diseases is no longer to be tolerated.

RPB Unrestricted Grant Recipients

Institution by State	1965 Grants	Total Granted Through 1965
CALIFORNIA		
Francis I. Proctor Foundation	\$ 5,000	\$ 30,000
University of California, San Francisco	5,000	30,000
University of California, Los Angeles	5,000	30,000
COLORADO		
University of Colorado	5,000	10,000
CONNECTICUT		
Yale University	5,000	20,000
FLORIDA		
University of Florida	5,000	20,000
University of Miami	5,000	30,000
ILLINOIS		
University of Chicago	5,000	30,000
INDIANA		
Indiana University	5,000	30,000
IOWA		
State University of Iowa	5,000	30,000
KENTUCKY		
University of Louisville	5,000	15,000
LOUISIANA		
Tulane University	5,000	20,000
MARYLAND		
Johns Hopkins University (Wilmer Institute of Ophthalmology)	5,000	30,000
MASSACHUSETTS		
Harvard University—Mass. Eye & Ear Inf. (Howe Laboratory of Ophthalmology)	5,000	30,000
Retina Foundation	5,000	30,000
MICHIGAN		
Kresge Eye Institute	5,000	30,000
University of Michigan	5,000	30,000
MINNESOTA		
University of Minnesota	5,000	30,000
MISSOURI		
Washington University	5,000	30,000
NEW YORK		
Columbia University	5,000	30,000
Cornell University	5,000	30,000
Eye-Bank for Sight Restoration		10,000
Mt. Sinai Hospital	5,000	5,000
New York University	5,000	30,000
Yeshiva University (Albert Einstein College of Medicine)	5,000	10,000
OREGON		
University of Oregon	5,000	30,000
PENNSYLVANIA		
Jefferson Medical College of Philadelphia	5,000	5,000
University of Pennsylvania	5,000	30,000
Wills Eye Hospital		5,000
TEXAS		
Baylor University	5,000	15,000
VIRGINIA		
Medical College of Virginia	5,000	15,000
	<u>\$145,000</u>	<u>\$720,000</u>

JULES C. STEIN, *Chairman*, Research to Prevent Blindness, Inc.

"It is time we stopped being content to pat ourselves on the back for all the good things we do for people after they are blind, and start moving vigorously into research that will wipe out blinding diseases at their source."

taking eye research out of the broom closets



AT THE UNIVERSITY OF CALIFORNIA, LOS ANGELES, one of the most advanced eye research centers in the world takes shape as the Jules Stein Eye Institute becomes a reality. The second major undertaking in RPB's eye research space expansion effort, the \$5,000,000 Institute also will provide maximum facilities for modern care and professional training. UCLA has directed that the center be named for RPB's Chairman who, with his wife and family, has personally given more than \$1,500,000 to this project.

AT JOHNS HOPKINS UNIVERSITY, scientists of the Wilmer Ophthalmological Institute are already at work in the new \$1,600,000 Alan C. Woods Research Building, the first eye research facility to be constructed through RPB's unique program for the expansion of ophthalmic laboratory space.



"Men were seen working in halls, converted washrooms, broom closets and other make-shift space. People were seen working in areas designed for one-third their number."*

These are conditions common to eye research in an era which has conquered polio, extended life expectancy beyond seventy years, and is well on its way to putting men on the moon. The shortage of laboratory space has cancelled out new projects and seriously limited the training and employment of more investigators. Eye research departments have been "boxed in" and are struggling to keep pace with the advance of science.

To meet the critical need for space, RPB has introduced a unique and highly effective program for the construction of modern eye research facilities at major medical centers. It has relieved institutions of the cost, the risk, and much of the administrative burden of traditional construction campaigns. Before initiating a building fund project RPB analyzes and evaluates its scientific merit and the potential for developing financial support. If it is determined that the project has sufficient merit, RPB will then agree to provide campaign management services through a professional institutional finance counselling firm, and will agree to pay all promotional and organizational costs related to the development effort. Under this arrangement RPB absorbs all fund raising costs, thereby allowing every penny contributed to the building campaign to be used in its entirety for research construction purposes. In addition RPB will often pledge to make a substantial grant on a contingent basis to help guarantee campaign success.

With each year, the products of this pioneering program become more visible. A modern eye research building has been created at Johns Hopkins University. A magnificent eye research, treatment and training center is nearing completion at the University of California, Los Angeles, and will be dedicated in 1966. RPB and the Kentucky Lions are joined in a construction campaign which will bring a \$1,400,000 eye research building to the University of Louisville. At Columbia University, New York, RPB is financing a professional survey to determine the feasibility of a construction campaign to expand the splendid work of ophthalmic investigators at that institution.

Through the use of sound business techniques, RPB by the end of 1965 had been instrumental in producing more than \$7,000,000 for specific laboratory construction projects at a fund raising cost of about two percent, all of it paid by RPB.

The concept of a voluntary agency conducting a campaign in which it is in no way a recipient of funds illustrates RPB's practical philosophy of innovation and economy in the fund raising field.



AT THE UNIVERSITY OF LOUISVILLE, KENTUCKY, plans have been completed for construction of a \$1,400,000 eye research building as a project of the Kentucky Lions. RPB again is underwriting the cost of this construction campaign, begun in 1965, assuring that all contributions to the project will be used entirely for research.

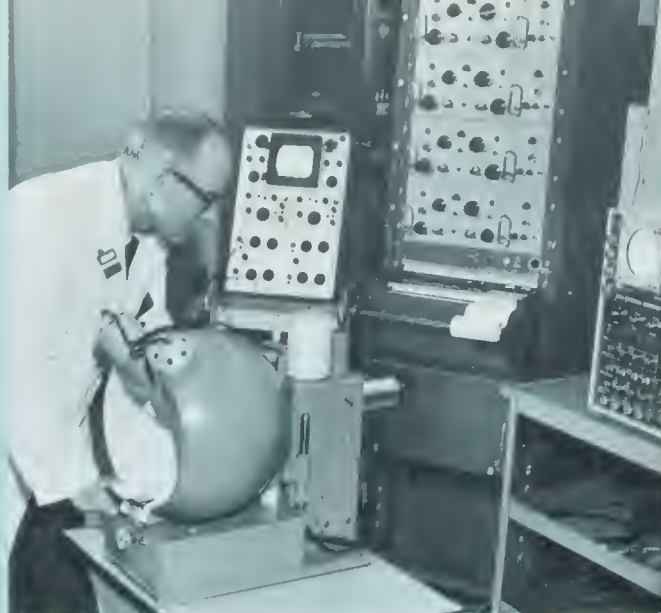
RPB FUNDS built a light-tight, electrically-shielded, vibration-free room at the University of Michigan, enabling scientists to study electrical responses of the human fovea with special apparatus.





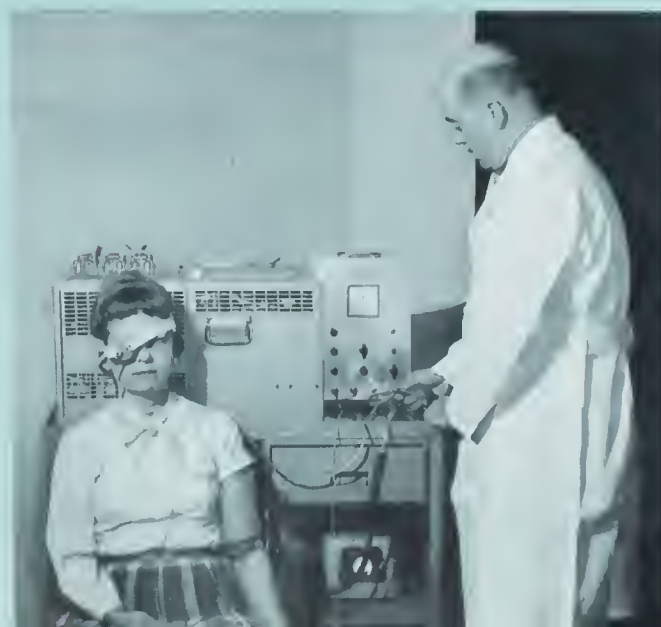
STUDIES IN STRABISMUS at the University of Iowa are being supported with unrestricted funds from RPB which make possible the development and purchase of vital equipment.

INFUSION-WITHDRAWAL PUMP aids research on the use of silicones for retinal detachment and other ocular problems at the University of Minnesota where RPB grants provide important eye research support.



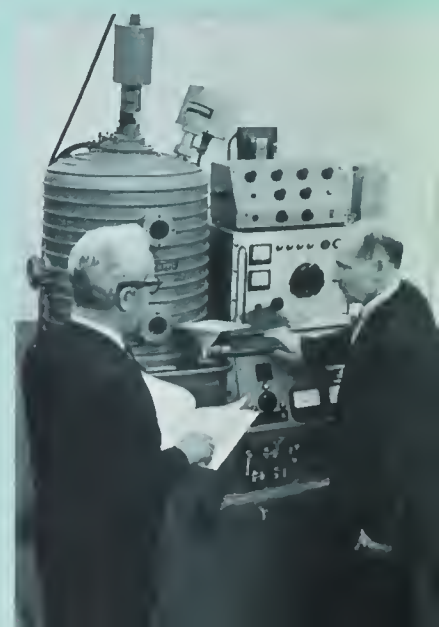
VISUAL PHYSIOLOGY LABORATORY has been developed with RPB funds at the Medical College of Virginia where scientists are investigating the biological effects of laser, in addition to studies of flash blindness and ionizing radiation.

IMPORTANT NEW DATA on glaucoma is being amassed in RPB-supported research at Washington University, St. Louis with newly-developed instrument for exploring mechanism of optic nerve damage.



expanding the scope of the eye research scientist

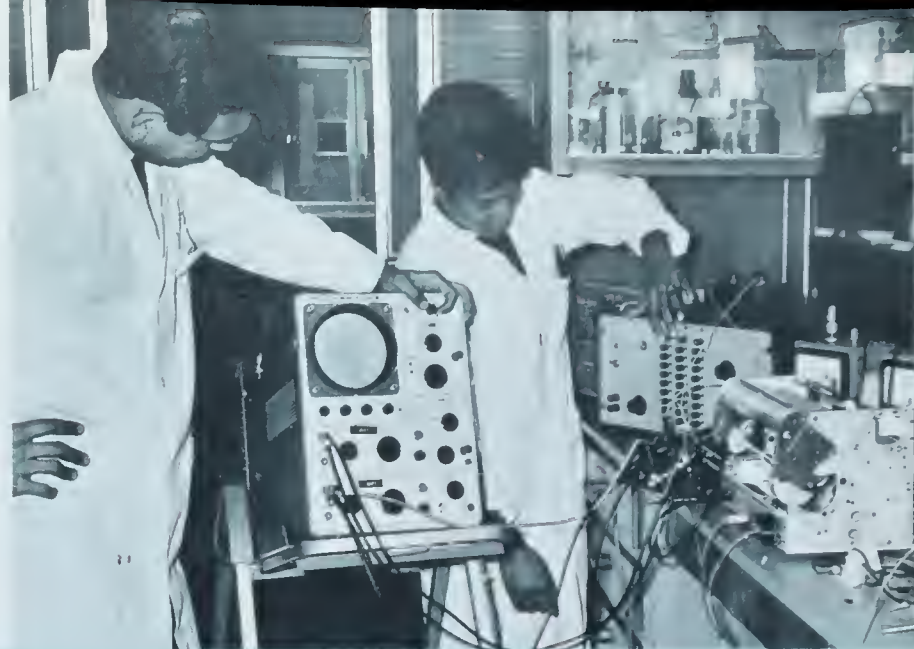
OPTICAL SURFACES free of visual reflections would revolutionize ophthalmoscopy. In RPB-financed studies at the Retina Foundation, numerous interferential layers of various materials are being tested to alter the properties of optical surfaces for use in eye research instruments.



Just as the penetration of outer space had to await the most advanced development of technical knowledge, so has eye research been limited by natural barriers which the scientist had no means to overcome.

Today those barriers are falling. The thrust of modern eye research extends deep and far into what was once the unknown. The incredibly complex pathways of vision, both normal and abnormal, are being explored, recorded, measured, photographed and tested by a growing arsenal of sensitive devices. The results are evident in better diagnosis, better treatment techniques and almost limitless expansion of the researchers' fields of investigation.

RPB unrestricted grants enable the creative scientist to purchase, devise, develop and adapt the new tools of research which are revolutionizing the fight against blinding diseases.

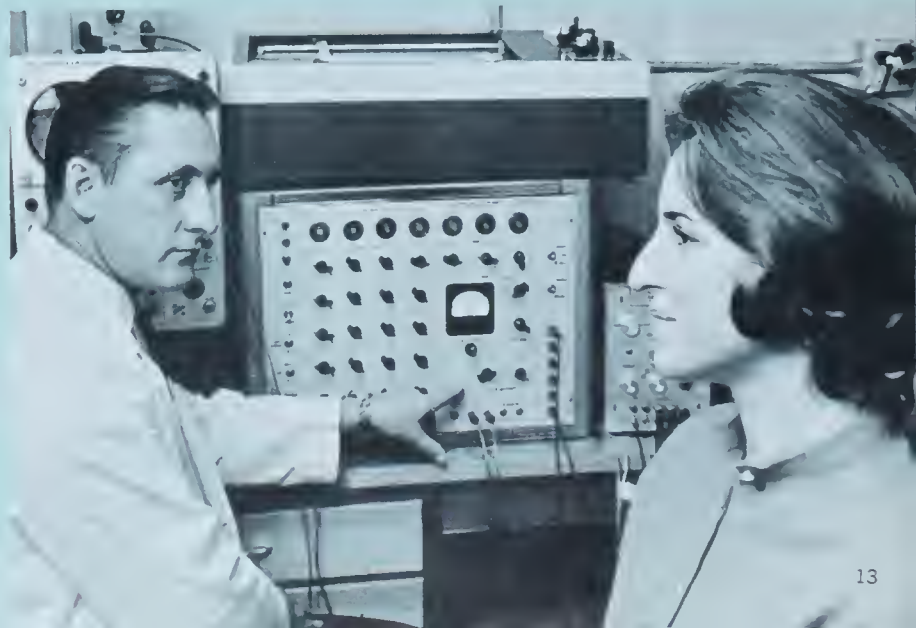


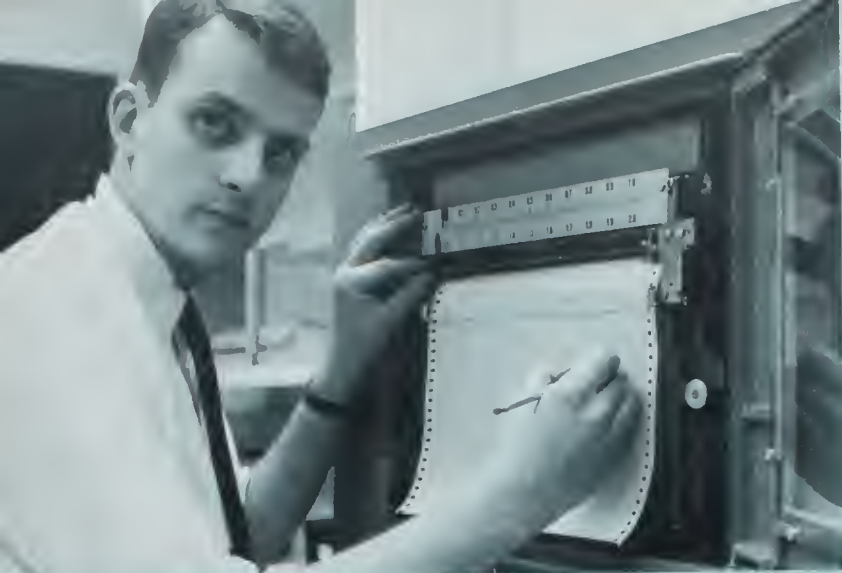
ADVANCED EQUIPMENT extends the reach of researchers at the University of Louisville, Kentucky, where investigations in cornea physiology and microbiology are being accelerated through RPB unrestricted grants.

AUTOMATIC RECORDING OPTOMETER designed and constructed with RPB funds at the University of California, Los Angeles, permits measurement of astigmatism at conventional reading distance.



ELECTRONIC COMPUTER enables scientists at the University of Colorado to record the most minute response of patient to light in RPB-supported studies of normal and abnormal vision.





Dr. John E. Dowling of Johns Hopkins University, recipient of RPB's first Research Professorship Award, has published important new findings in experimental retinal disease.



Dr. Alan M. Laties, RPB Research Professor at the University of Pennsylvania at work in his investigations of autonomic nerve distribution in ocular structures.

SPECIAL TRAINING in electronmicroscopy was provided this promising young investigator (left) through use of RPB's unrestricted grant to the University of Oregon. The research team analyzes biochemical data using equipment whose development also has been financed by RPB.



EAGER YOUNG MINDS are encouraged to follow careers in eye research through use of RPB funds to stimulate undergraduate interest. At Kresge Eye Institute (photo at right) and at Yale University (photo at left), students work on projects in basic eye research.



building careers in eye research

The science of ophthalmology is pursued today by some of the finest researchers in the world. But their numbers are comparatively few, for this important area of scientific investigation, embracing a host of disciplines and a wide spectrum of potentially blinding diseases, suffers from an acute manpower shortage.

RPB funds have been used in numerous ways to stimulate capable young people to make their careers in eye research, to enable grantees to train desirable individuals for positions as investigators or technicians, and often to secure or hold the "right man" at the "right time." Two eminent young scientists are now at work under RPB Research Professorship Awards, one at Johns Hopkins' famed Wilmer Ophthalmological Institute, the other at the University of Pennsylvania (see photos). Each RPB Research Professorship Award is for \$75,000 and covers a period of five years.

RPB also makes Manpower Awards, one-time grants given at moments of critical need or special opportunity, to institutions to assure the employment of key research personnel. Such a grant of \$7,500 to the University of Miami permitted the eye research department there to secure the services of a young electron microscopist, providing salary support until funds from other sources became available. A similar award of \$5,000 to Johns Hopkins University made it possible to add to the eye research staff a highly skilled investigator who is developing new techniques and new surgical instruments for the treatment of ocular conditions once considered inoperable.

THE SKILLED TECHNICIAN at work at Columbia University where pleoptics—a possible new method for restoring sight lost through faulty adaptation in childhood—is being evaluated. RPB funds made possible the employment of an experienced technician for this study.





ADDRESSING SCIENCE WRITERS
representing the nation's leading news media, Dr. George K. Smelser of Columbia University opens the four-day Seminar in Ophthalmology conducted by RPB at Washington, D.C.

telling the world about eye research

RPB PRESIDENT Robert E. McCormick and Loretta McLaughlin of the Boston Herald at RPB's Science Writers Seminar.



Do Americans fear blindness? **Intensely.**
How much do they know about the eye and its diseases? **Very little.**

These facts emerged from a nationwide survey conducted in October, 1965 by the American Institute of Public Opinion in cooperation with Research to Prevent Blindness, Inc. With the single exception of cancer, Americans fear blindness more than any other physical affliction. But knowledge of the diseases which cause 80 percent of all blindness is pitifully lacking. A nation in which 90 million people are affected by some form of eye trouble has little understanding of the threat posed by blinding diseases.

To bring the problems of blindness and the tragic neglect of eye research to the doorsteps of the people, RPB in November 1965 conducted the first National Science Writers Seminar in Ophthalmic Research, a four-day meeting held in Washington, D.C. For the first time, eminent eye researchers and science writers from all major news media were brought together in face-to-face discussion of specific goals and achievements in modern ophthalmic science. Twenty-eight scientific papers were presented and discussed. The resulting news stories covered a wide range of clinical and basic findings which were prominently featured by news media across the nation. Participating scientists discovered that their work is of tremendous interest to the press and to the public, and the writers were delighted at the newsworthy material presented. Together, they had taken a major step toward greater public understanding of the key role that research must play if blindness is to be prevented.

A key event in the awakening of widespread interest in eye research was the announcement late in 1964 of the findings of RPB's two-year survey of conditions existing in the nation's ophthalmic research laboratories. During 1965 the full text of that report was printed by RPB in a 172-page volume entitled "Ophthalmic Research: U.S.A." More than 35,000 copies were distributed without cost to key persons, organizations and institutions during the year.

Members of the Congress of the United States are among those who have received the report with interest. RPB has kept the nation's legislators informed on eye research since 1961, constantly urging that both governmental and private sources of support vastly increase the nation's investment in eye research to meet the realistic needs of so serious a health problem. In 1965 RPB again provided expert testimony before Congressional appropriations committees. In a most heartening move, the Congress responded by stipulating in its annual appropriation to the National Institute of Neurological Diseases and Blindness that \$2.5 million be set aside as an *addi-*

tional expenditure for visual research. As the need for a full-scale research attack against blindness becomes apparent, many legislators are giving consideration to the establishment of a separate Eye Institute within the National Institutes of Health. Leading ophthalmic scientists have expressed their opinion that the creation of such an Institute has become imperative to the advancement of modern eye research. RPB supports that opinion and is exercising its leadership to make the Institute a reality.

The task of educating the people to the need for eye research support was carried out in 1965 through ever-broadening use of the press, television, mails and other media for reaching both general and specific audiences. RPB aimed its message at the professional, academic and legislative communities, at service organizations and special interest groups, at businessmen and other leadership people whose attitudes and opinions are a moving influence in national progress.

Television spot announcements produced and distributed by RPB reached out to a wide audience during 1965 as TV stations across the nation continued to cooperate in publicizing the vital role of eye research in blindness prevention. As a result of these telecasts, RPB's

brochure "Your Best Investment In Sight" went into its second printing. More than 8,500 individual requests for information have been received from viewers and 20,500 copies of the brochure have been distributed.

Special information was provided to practicing ophthalmologists who play an important role in disseminating facts about eye research. RPB continued to make available materials for the use of these physicians and for distribution to their patients. All have received special reprints of Congressional testimony bearing on eye research, and reprints of scientific papers delivered at RPB's Science Writers Seminar also will be made available. The ophthalmologists continued to order RPB's Optical Illusion—Eye Test Cards and by the end of the year had exhausted the entire supply of 223,000 sets of these unusual and informative pocket charts.

Many notable contributions to public understanding of eye research were made by news media during 1965. The encouraging result has been the emergence for the first time of an accurate and striking picture of the blindness problem and of the new kind of force that is being assembled, trained and equipped to deal with it realistically.

For the first time, the nation's top science writers and its most eminent ophthalmic researchers are brought together to discuss the growing problem of blindness.



Frank Carey, Associated Press science writer, and Miriam Kass of the Houston Post interview Dr. Algernon B. Reese.



Blindness Is Second Public Fear

By GEORGE GALLUP

PRINCETON, N. J.—Next to cancer, the disease or ailment which is most feared by the American people is blindness.

This finding comes from the results of a Gallup survey conducted in co-operation with "Research to Prevent Blindness, Inc.," a national voluntary health organization.

Scientific research has brought about a new era in which Americans live longer, protected against once-deadly diseases. But, as the life span increases, more people are afflicted with blinding disease. This year more than 30,000 men, women and children are expected to lose their sight, and in 80 per cent of the cases the loss of sight will occur from diseases whose causes are now unknown to science.

In this special study, a cross-section of the nation's adults were first handed a card listing eight major diseases and ailments and asked this question:

"Of these, which ONE would you say is the worst that can happen to you?"

While cancer is most feared by the bulk of the public, blindness is mentioned more frequently than heart disease, arthritis and polio, as the results below show:

What is Worst Thing That Can Happen to You?

Cancer	62%
Blindness	18
Heart Disease	9
Arthritis	3
Polio	3
Loss of limb	1
Tuberculosis	1
Deafness	*
Don't know	3

*Less than 1 per cent.

In the U. S., the leading causes of blindness are cataracts and glaucoma. While 83 per cent said they had some idea of what cataracts are, only 49 per cent could identify glaucoma. This disease accounts for one in every seven cases of

loss of sight and it is estimated that one million Americans over 40 have glaucoma and don't know it. Accidents were thought by 23 per cent of the public to be the leading cause of blindness, whereas only 5 per cent of the rising number of Americans blinded each year result from injuries.

Following are additional findings:

- 76 per cent of U.S. households have one or more eye glass wearers.
- 7 per cent of U. S. households have one or more persons with serious eye problems. (Projected 3,500,000 persons.)
- 64 per cent incorrectly identified "optometrist" as an eye doctor or medical specialist.
- 44 per cent incorrectly identified "optician" as an eye doctor or medical specialist.
- 21 per cent correctly identified "ophthalmologist" as an eye doctor or medical specialist.
- 39 per cent correctly identified "oculist" (an old term not widely used in this country) as an eye doctor or medical specialist.

(© 1965, American Institute of Public Opinion.)

Dr. John M. McLean and Dr. V. Everett Kinsey are questioned by David Cleary, of the Philadelphia Bulletin.

Modern teaching techniques bring the world inside the eye into sharp focus, employing such advances as high-power gross photography which made possible these pathological studies at Baylor University, assisted by RPB grants.



Scientist at the Retina Foundation measures results of a new shunt procedure twelve months after operation on a rabbit with hereditary glaucoma, in a project supported by a direct grant from a private organization with RPB serving as a catalyst.

SPECIAL GRANTS

In addition to its regular grants programs, RPB continues to provide limited funds on a special or emergency basis for significant research activities when other sources of support are not immediately available. A special grant of \$1,466 to the University of Rochester permitted continuation of the annual International Ophthalmic Biochemistry Conference, one of the most important scientific meetings in this field, which was held at Woods Hole, Massachusetts in June. A grant of \$2,800 to Duke University advanced by months the start of a project in which the loss of vision associated with multiple sclerosis will be intensively studied. While project funds will later be available from other sources, the RPB award permitted the researchers to purchase special equipment and begin work immediately. Such RPB grants bring a heavy return for a small investment by giving impetus to promising projects.

THE CATALYST CONCEPT IN GIVING

It is RPB's major premise that no one source of funds can or should meet the total cost of eye research. Government, industry and private citizens must play an increasing role in this effort that involves the lives of millions of Americans. In this, RPB acts as a catalyst between the eye research scientist and all available sources of support. Beyond its own major financial investments in eye research and its effective work to raise Federal appropriations to this area of medical science, the organization provides a vehicle for channeling funds directly to research laboratories, rather than to RPB.

For example, in 1965 when a contributor expressed a desire to give direct and substantial support to eye research for work in glaucoma and diabetic retinopathy, RPB immediately invited grant applications from 40 institutions. As a result the donor, the Adler Foundation, made direct grants to Columbia University, the University of Minnesota and the Retina Foundation.

That the money did not pass through its own treasury is not of vital concern to RPB. The important point is that it has been properly channeled—a purpose to which the Trustees of Research to Prevent Blindness are totally dedicated.



report of the treasurer

How RPB Funds Have Been Invested 1960-65



RPB's operating costs are met through contributions from its volunteer Board of Trustees, thus freeing all other donations for programs in support of research. Its extremely low fund raising costs are the result of a highly selective approach to individuals, foundations and corporations.

*Represents expenditures in underwriting research building campaigns whose proceeds, amounting to \$7,000,000, were donated directly to the institutions involved, not to RPB.

In a relatively short span of years, Research to Prevent Blindness, Inc. has become by far the nation's foremost voluntary organization supporting medical research in the field of blindness. Moreover, its unique concepts have carried RPB to the forefront among all the national voluntary health organizations in the United States. A recent report* issued by the U.S. Department of Health, Education and Welfare showed RPB to be the sixth largest contributor to medical research of all the nation's voluntary health agencies regardless of their areas of scientific interest. An analysis of the statistical tabulations in the report indicates that RPB provided nearly three times more financial support for eye research than all the other national voluntary organizations in the blindness field combined. Of these, RPB's medical research support exceeded by more than six times the combined research investments of the next two leading organizations which stress the importance of blindness prevention and profess an interest in such research.

Unlike many voluntary foundations which strive to have all funds contributed directly to their organization for subsequent distribution in support of research, RPB has successfully pursued the role of a catalyst by encouraging contributors with special interests to give directly to eye research institutions rather than to the organization itself. Attention is called to the notes to the Financial Statements and to the descriptive text on pages 10, 11 and 19.

RPB is continuing to attract growing support for its own efforts from an expanding group of thoughtful contributors. Its major contributors are those who recognize that analysis of non-profit organizations requires many of the specialized skills involved in the effective analysis of business operations. They are convinced, with RPB, that informed giving can produce far greater returns than contributions made on an uninformed or purely emotional basis.

Growing financial support from the medical profession and indications of significant bequest commitments would seem to augur well for the organization's future. Individual, corporate and private foundation pledges which are not reflected in the Financial Statements as of December 31, 1965, amount to \$332,788. It is expected that most of these funds will be received during 1966.

RPB's Trustees continue to meet the organization's operating costs through their own contributions, so that other donors may be assured that their gifts to RPB will be devoted entirely to the support of vital ophthalmic research and training programs.

*RESOURCES FOR MEDICAL RESEARCH, Report No. 7, December 1965
(Public Health Service Publication No. 1417)

RPB Budget of Expenditures—1966

Research grants and other program expenditures or commitments:

Research—awards and grants to medical schools and other institutions (includes special and emergency grants)	\$170,000
Special research manpower awards	40,000
Research laboratory construction campaign expenses to provide new facilities at eye research centers	350,000*
Scientific seminars and symposia	35,000
Ophthalmic awards for scientific achievement	54,000
Public and professional information	73,000
Total grant and program expenditures	<u>722,000</u>

Operating expenditures:

Staff salaries	54,200
Consultants' services	6,000
Accountants' fee	2,000
Office equipment	2,500
General and health insurance	2,800
General administration	12,700
Contingencies	4,000
Total operating expenditures	<u>84,200</u>

Total planned expenditures and commitments \$806,200

*Includes budgeted estimates for 1966 and \$250,000 commitments for subsequent periods.



James S. Adams
Treasurer

RESEARCH TO PREVENT BLINDNESS, INC.

Statement of Financial Position — December 31, 1965

Assets:

Cash:	
Checking accounts	\$ 33,628
Interest-bearing accounts	832,196

Securities:

Donated, at market value on date of gift—	
MCA Inc. common stock—	
10,997 shares (quoted market—	
\$584,216) (Note 2)	\$ 640,424

Other securities	
(quoted market—\$226,067)	226,938

Purchased, at cost	
(quoted market—\$7,676)	8,645
	<u>876,007</u>

Less—Reserve to reduce securities to quoted market	58,048
	<u>817,959</u>

Deferred charges and other assets	868
	<u>1,684,651</u>

Liabilities:

Accounts payable and accrued expenses	3,202
Professorship grants (payable in annual instalments through 1968)	75,000
	<u>78,202</u>

Net assets (Note 2)	<u>\$1,606,449</u>
---------------------	--------------------

RESEARCH TO PREVENT BLINDNESS, INC.

Statement of Operations

	Year ended December 31	
	1965	1964
Income:		
Donations:		
Securities, at market value on date of gift	\$ 243,834	\$ 261,478
Cash	203,021	139,781
Personal property, at amounts realized	1,621	9,950
	<u>448,476</u>	<u>411,209</u>
Interest and dividends	42,862	35,521
	<u>491,338</u>	<u>446,730</u>
Program grants and expenditures:		
Research—awards and grants to medical schools and other institutions	149,266	214,025
Cost of raising funds for new eye research buildings (Note 1)	40,610	4,365
Scientific seminars and symposia	25,925	
National eye research surveys—to determine and promul- gate present status, needs and potentialities of eye research in the United States	22,837	47,068
Public information	39,162	44,084
Program development—to stimulate research laboratory expansion programs, additional research professorships and ophthalmological research in general	13,277	15,979
Special research manpower awards	12,500	
	<u>303,577</u>	<u>325,521</u>
Expenses:		
Fund raising	6,029	5,648
Administration	32,533	36,922
	<u>38,562</u>	<u>42,570</u>
Securities adjustments:		
Loss on sale of securities	30,994	34,104
Increase (decrease) in reserve to reduce securities to quoted market	(118,800)	60,635
	<u>(87,806)</u>	<u>94,739</u>
Total expenses and deductions	<u>254,333</u>	<u>462,830</u>
Net operating results—increase (decrease) in net assets	237,005	(16,100)
Net assets at beginning of year	1,369,444	1,385,544
Net assets at end of year	<u>\$1,606,449</u>	<u>\$1,369,444</u>

Notes to Financial Statements

NOTE 1: Contributions resulting from fund raising campaigns conducted by Research to Prevent Blindness, Inc. were made directly to the University of California, Los Angeles for the Jules Stein Eye Institute Building Fund and to the University of Louisville for the Kentucky Lions Eye Institute Building Fund. The two universities report that contributions and pledges in excess of \$3,600,000 and \$235,000, respectively, had been received from inception of the campaigns to December 31, 1965. In addition, Research to Prevent Blindness, Inc. concluded a campaign during 1964 which resulted in contributions of \$1,152,821 for a new eye research building at The Johns Hopkins University.

NOTE 2: Substantially all of the MCA Inc. common stock held by Research to Prevent Blindness, Inc. can be transferred or hypothecated only if registered under the Securities Act of 1933, as amended, or as is otherwise provided by law.

Opinion of Independent Accountants

To the Board of Trustees
Research to Prevent Blindness, Inc.

In our opinion, the accompanying statement of financial position and related statement of operations present fairly the financial position of Research to Prevent Blindness, Inc. at December 31, 1965 and its income and expenses for the year, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year. Our examination of these statements was made in accordance with generally accepted auditing standards and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances, including confirmation of the cash and securities owned at December 31, 1965 by correspondence with the depositories. It was impracticable for us to extend our examination of donations received beyond accounting for amounts so recorded.

Price Waterhouse & Co.

March 23, 1966
New York, N. Y.

bequests

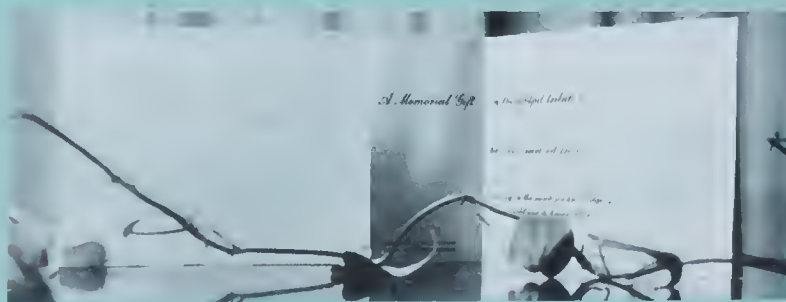
to RPB are especially welcome as a means of assuring the continuity and stability of research programs. The proper form for such bequest is:

“I give and bequeath

to Research to Prevent Blindness, Inc. of
598 Madison Avenue, New York City, a membership corporation organized
under the laws of the State of New York, for its corporate purposes,
the sum of dollars.”

Memorial gifts

may be made to Research to Prevent Blindness, Inc. in any amount and will be acknowledged with dignity. An appropriate Memorial Card (see photo) is sent in behalf of the giver to the family of the deceased. The donor receives a Thank You card of similar design.





R P B

RESEARCH TO PREVENT BLINDNESS, INC. • 598 Madison Avenue, New York, N.Y. 10022